

Why present a seat belt safety message for Valentine's Day?

- Through focus groups, we asked people who do not consistently buckle up what would motivate them to do so. They responded that the one thing that would most likely get to them to buckle up was if a spouse, significant other, kids or grandchildren asked or urged them to buckle up.
- The influence of loved ones to get people to buckle up paired perfectly with Valentine's Day – a time focused on love.

Do you have more details about what the focus groups told you about getting them to buckle up?

- Most stated they were not convinced seat belts keep them safer and resent government telling them what to do. Many had a false sense of security, believing that if they drive defensively, they are not vulnerable
- They also told us that seat belt advertisements don't motivate them. What changes their mind about buckling up is their loved ones.

Is this campaign enforcement-based – like Click it or Ticket?

- No – Click it or Ticket and seat belt enforcement are still integral parts of our program.
- But the focus groups told us that the threat of getting a ticket doesn't really motivate this group of seat belt non-users to buckle up.
- This campaign and messaging are designed to help reach the group of people who consistently do not buckle up, in spite of tickets and other campaign messages.